

REMARKS

Applicant would like to thank the Examiner for the thorough consideration given to the present application and the courtesies extended to applicant's representative during a telephone interview on January 10, 2007. During that interview, applicant explained the inventive concepts recited in the pending claims to the Examiner. The Examiner indicated that the inventive concepts were not found in the relied upon references and thus required further searching. If the Examiner believes that the inventive concepts are found in the relied upon references, then applicant requests the Examiner to explain the interpretation of the references as was requested in interview and prior to issuing a final Office Action in this matter.

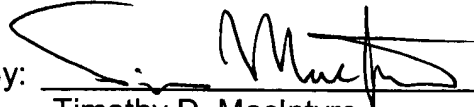
The Examiner also indicated that it would be beneficial to clarify that a baseline market share was being adjusted. Therefore, applicant has amended the pending claims in accordance with the Examiner's suggestion. However, it is noted that these amendments are not needed to overcome the previously relied upon references.

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicant therefore respectfully requests that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested.

If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

Dated: January 15, 2007

By: 
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